

1. Swedish invisible bike helmet, now available to buy



With almost one quarter of all journeys taken in Malmö, Sweden, it's no surprise then that Swedish innovators are behind some of the most impressive tech solutions to increase bicycle uptake, such as the **Hövding** helmet. Typical helmets can be uncomfortable and there is continuing debate about whether they actually protect wearers, meaning that some cyclists don't even bother. The Hövding is essentially an airbag that is packed away and stored around the neck when cycling. In the event of a crash, the airbag is activated and covers a much larger area around the head than a regular helmet would. The Hövding provides greater protection and comfort for the increasing numbers of cyclists on urban roads, as well as helping to encourage more people to take up the green mode of transport in their own city.

Where else can this technology be used?

<https://www.youtube.com/watch?v=d7Oud3iGXWY>
Hövding Test Video

2. From Finland, platform enables consumers to pay with their face



This year, **Uniqul** has shown that streamlining product purchases using digital and web technology is not just limited to online shopping. The Finland-based company launched physical checkouts that automatically load customers' payment details by recognizing their face. Not only can the platform reduce high street checkout times to around five seconds, but it also offers a more personalized service with huge data collecting capabilities. Although reminiscent of sci-fi films such as *Minority Report*, Uniqul is working to turn the system into a reality and is currently preparing to launch in Helsinki.

What other ways can face recognition technology be used to improve businesses?

<https://www.youtube.com/watch?v=xDO4hdfY11U>
Uniqul Promotional Video

5. Real-time translator could be the end of awkward foreign language interactions



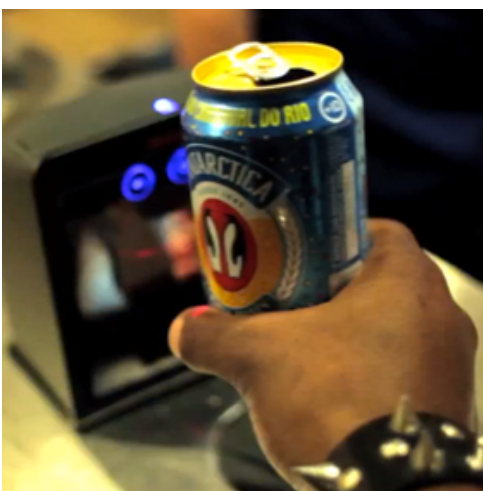
While English has become the de facto language of business, the world is still multilingual. However, there are companies striving to provide a seamless link between businesses and consumers who speak different tongues. One product making moves to solve this problem this year was **SIGMO**, a palm-sized device that translates speech into 25 different languages and relays it as audio, enabling real-time two-way communication between users of different nationalities. SIGMO broke its **Indiegogo** funding target in spectacular style in October, eventually raising just shy of USD 250,000 from an initial aim of USD 15,000.

Are English teachers out of a job in the next few years!?

<https://www.youtube.com/watch?v=XjyhPnd-AEI>

Sigmo promotional video

10. At Rio carnival, beer cans recycled in exchange for train rides



What other initiatives can you think of for green sports events?

Introducing the **Beer Turnstile** campaign. Operating at the famous Rio Carnival, people were encouraged to hold onto their empty beer cans, rather than throwing them into the street. The reward? A free ride home on the Rio metro system if they handed the cans into waste collectors who made sure the trash was properly recycled. Not only did the campaign ensure 1,000 cans per hour were recycled, rather than sent to landfill, they also saw an increase in the number of people taking public transport rather than their cars, reducing drink driving in the process. Also offering incentives for eco behavior with similar success, Austria's **BIOMAT** restaurant gave customers discounts if they brought in food waste from their homes, which was processed and turned into biogas to power the eatery's kitchen.